JESSICA B. ROBISON

UX/UI Art Director

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WORK EXPERIENCE

DESIGN DIRECTOR & FOUNDER I J/R Design, MA I 2018

Branding and web design for small- and medium-sized businesses.

LEAD UI/UI DESIGNER | Philips, Burlington, MA | 2017-18

Led visual design and user experience for North American professional lighting applications, which consisted of two scaled Agile framework (SAFE) teams.

Designed a cloud-based application used to monitor and configure large-scale exterior lighting installations such as the Bay Birdge and Empire State Building.

UX/UI ART DIRECTOR | Vistaprint, Waltham, MA | 2014-17

Led customer design experience squad in Agile environment for three squads from research through roll-out of products.

Redesigned and maintained the best-in-class mass customization application, based on testing, business goals, and new product roll-outs.

Manage and mentored visual and UX designers on the web team.

SR. DIGITAL DESIGNER | Rue La La, Boston, MA | 2009-14

Designed and maintained the look, feel, and functionality for all screen sizes and all templates for member email communication during re-branding.

Worked with stakeholders to ensure design consistency based on re-branding strategy, technology limitations, and KPIs.

Designed and led project to move site over to responsive layout.

INTERACTIVE DESIGNER | Upromise, Newton, MA | 2008-9

EDUCATION & COURSES

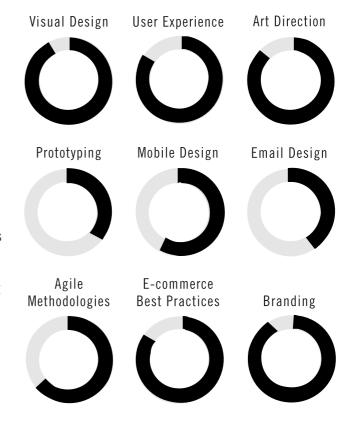
BFA, PRATT INSTITUTE

Major in Graphic Design, Communication Arts Dean's List, Presidential Merit Scholar

UX DESIGN CERTIFICATE, GENERAL ASSEMBLY I 2016 Intensive course on UX Design

PRESENTING DATA AND INFORMATION I 2016
Taught by Edward Tufte

PROFESSIONAL SKILLS



SOFTWARE

Photoshop
Illustrator
InDesign
Sketch
InVision